ed in the Postoffice at Bridgepor Conn., as second class matter.

DAILY EXCEPT SUNDAY

### SUBSCRIPTION RATES

DAILY EDITION: VEEKLY EDITION: One Year in Advance....\$1.00

New York Office, 225 Fifth Avenu swick Building), Room 404 C. A. MENET, Representative.



HURSDAY, JUNE 10, 1909.

RIMAN'S GREAT AMBITION. es P. Norcross, in the July tan," states that E. H. man's ambition is to combine the great railroads of the country sone grand organization, and as he project is less visionary then the same magazine, there ap-

crous power held by the great ney panio at will? There who assert that the money which began in October 1907 e of the effects of which are ith us, was of wholly artificial initiated for the double purof discrediting President Rooseand of so knocking down the what speculators call "a good

of the greater corporations have in their power to precipitate oney panie at any time which their stock market or political

Mayor's annual message to the of Aldermen contained what was ably intended as an argument of the railroad's harbor line.It led the expression of a hope that, decision of this question, "the of the demagogue" would not pre-The Farmer has, from the start test,antagonized to the limit is inadequate ability this harborrefore, in the Mayor's opin-Its writers must be demagogues." cause of the epithet and the rmer will accept the latter as

ich prefers that characterizato being classed as psycophantic rate wealth, or pandering to te greed, or parasitic to corpoer, or as traitorous, for any to the city which affords it a etection and sustenance. But protection and sustenance, and this is a matter of choice, and es sometimes differ

In his annual message, Mayor Lee es attempts to "array class class," referring presumably ndeavors to awaken the people st the railroad grab of 11 acres arbor area and interpreting those wors as attempts to "array class at class." We do not accept the retation as correct, but if it is. reverse of the proposition must be correct, viz., that the advoof the grab not only attempted eded in applying to Bridgert the class distinction of railroads cities, which is found in quite genal operation throughout the coun-

But is it not quite absurd to assert at attempts to defend a city's interis against corporate greed must be "arraying class against " Are railroads so sacred, in the Cayor's view, that their wishes must granted without opposition, on in of the offenders against that rule ig stigmatized as disturbers of the olic peace who invite anarchy by raying "class against class?"

yor Lee impeaches the intellice of his protesting constituents d casts a doubt upon his own, when rts to such puerile arguments o sustain his position.

### CASTORIA he Klad You Have Always Bought

### FAIRFIELD

A Dull Day—Hunting for Teachers Our High School Pupils-The Winthrop Perry Gift - Miss Lacey -Newest Personals.

Everything was dead quiet in town yesterday, owing to the "fair weather" prediction from Washington, which proved to be a dismal, damp, disagreeable downpour. Even the open trolley cars did not make the few passengers any more comfortable. The attention gers any more comfortable. The at-tempt to force the season by running tempt to force the season by running open trolleys has thus far proved a dismal failure. There has hardly been a day this year when an open trolley was needed for comfort or pleasure. The spraying of the elm trees in town began on Tuesday by a Stamford firm, but had to be suspended yesterday. All outdoor work was held up, and the day at the beach was cold, dark and dreary. If this sort of thing keeps up the heach season will be short and dreary. If this sort of thing keeps up the beach season will be short and disappointing

up the beach season will be short and disappointing.
Supt. Wheatley has been scouring the country around this week in search for new teachers for schools where possible vacancies may occur in this town and Westport. Tuesday he was in Waterbury, Cheshire, Watertown and Meriden, and a portion of the way he traveled by trolley, getting a good view of the country. Yesterday he took an early train to New Haven.

There are rumors from Greenfield Hill this spring that the farmers are plowing up an uncommon lot of stones. Some seismic shock appears to have lossened them. There is one consoloosened them. There is one conso-lation, they can be used for building

comobile works, will soon build a gar-age on his new place on Mill Hill. Mrs. William Burr It is thought Mr. Davis, of the Lo-Mrs. William Burr recently lost some chickens by permitting them to eat the crumbs of salted crackers. Uneeda food does not agree with

some chickens by permitting them to east the crumbs of salted crackers. In the country see grand organization, and as he controls 46,000 miles of track, a capital of two and a half billiand besides is interested large-several other large systems, his a project is less visionary then care at first view.

The Keyser family has left town. The statement is made that a number of the young men and women who are attending the Bridgeport High section which is illuming. In substance, it recites what occur if one man should come on the country and then of all alcaries, and then, hoarding his recipits until there should come of the country and then of all alcaries, and then, hoarding his recipits until there should come of the country and then of all alcaries, and then, hoarding his recipits until there should come with or currency, proceed to sell "short" and precipitate a panio, resulting in thousands for untiles of banks, firms, corress and individuals and causing ry-wide destitution and misery. Harriman should succeed in the out his project of combining railroad systems into one great itsation, would it not be possible in or his successor to eventually precisely such disastrous conditions are mentioned in the bit of referred to. Forunately, Mr. There were already been put upon the shelves for circulation. In the list we note the following: Old Lady, No. 31, by Louis Forsslund; With the Night Mail, by Rudyard Kipling; The Hand-Made Gagtleman, by Irving Bacheller; Old Gentleman of the Black Stock, by T. N. Page; Meadow Grass, by Alice Brown; Young Nemesis, by Francis Lynde; Pair of Patient Lovers, by W. D. Howells; Aftermath, by the same author; Harry Lorequier, by Charles Lever; Norman Holt, by the same author; Harry Lorequier, by Charles Lever; Norman Holt, by the same author; Harry Lorequier, by Charles Lever; Norman Holt, by the same author; Harry Lorequier, by Charles Lever; Norman Holt, by the same author; Harry Lorequier, by Charles Lever; Norman Holt, by the same author; Harry Lorequier, by Charles Lever; Norman

F. T. Bullen; Kings of Arcadia, by panic at will? There assert that the money began in October 1907 the effects of which are was of wholly artificial of for the double purditing President Rooses to knocking down the of stocks as to make eculators call "a good by unfortunate that cereater corporations have repower to precipitate is at any time which ck market or political content of the content

Recent visitors to Grenefield Hill include Mr. and Mrs. David Armstrong and Dr. Gorham and family.

This afternoon an entertainment was

given by the pupils of the Martin Banks school. Banks school.

A former resident, Henry S. Raymond, is now living in San Francisco.

He left this town 22 years ago.

Miss Helen Hotchkiss has been in Waterbury for a few days to attend the commencement of St. Margaret's school. She is now visiting relatives

in Hartford. Mr. and Mrs. Hugh Dunsmore have taken apartments over the post office in Southport, and gone to housekeep-

Dr. Wells of New York, with his family, has arrived in town for the

summer.

Among the sick in town appears the name of Mrs. M. R. Perry.

Miss Lacey of Southport, who used to contribute a very valuable and interesting column or two upon matters ornithological for a Bridgeport paper, has given up the job, to the deep disappointment of all up-to-date Audubanists.

Refreshment and economy are found in Williams' Root Beer. Cools the family for 2 cents a quart.

### STRATFORD

The Great Whist-Local Mails-Coming Entertainments-Mrs. Bond's License-Library Work-Miss Lovell -Freshest Personals.

The St. James' whist was such a great success on Tuesday evening that the overflow would have filled the Odd Fellows' Hall: on the third floor of the Town hall, if it had not been occupied. Father O'Connor says it was the grandest whist yet held in Large numbers of friends came from Bridgenort. The door prize of \$5 was won. numbers of friends came from Bridge-port. The door prize of \$5 was won-by Miss Katle Wheeler of Bridgeport; the prize of 10 pounds of beef was car-ried off by Mr. M. Fagan of Bridge-port, and the box of cigars was won-by E. C. Burritt, the popular young man connected with the Wells grocery store at Hard's corner.

store at Hard's corner.

Besides the food which will be on sale to-morrow afternoon at the Town hall for the lighting fund for Christ church, there will be quite a variety

church, there will be quite a variety of useful articles.

No less than 17 mails arrive at the local post office daily, and almost as many depart. Mr. Thomas who carries the mails to and from the depot makes about 30 trips a day, which must aggregate nearly 15 miles. No wonder he thinks the good people are daft on the post card business.

To-night will be a red letter night in town. What with the whistling of birds at the library, and the singing of the minstrels at Red Men's hall the air will be full of music.

There is still talk of forming another secret organization in town, to be

other secret organization in town, to be known as the Pocahontas auxiliary This will be a collateral branch of the Red Men on the female side of the house. Anything in this line now seems possible since the W. O. W.'s

have been able to form a camp. But there must still be a few men and women in town who have not as yet been gathered into some of these poplar lodges.
On Saturday evening there is to be a

rchearsal of the Methodist choir, Mrs. Jack Diamond is taking in the wonders of New Britain for a fortnight or so. Many new jokes and stunning anecdotes will be reeled off this evening at Red Men's hall when the entertainment gets into full swing. The pro-gram was gone over carefully last

Stratford avenue from Hard's corner to McDonald's corner, is said by those who travel over it, to be in a woeful condition, not to mention the loose cobble stones which lie on the surface. William Hughes has just received the present of an umbrella from Washington as a souvenir of his visit to that city during the great inauguration hitzard. tion blizzard.

Mr. George A. Porter has begun the erection of another house on Warwick avenue. It is to be a first class building in all respects, hard wood finished with all modern improvements, and wired for electricity and piped for gas.
"Dottie," the city lady who was confined for a day or two in the cooler, where she saw "green monkeys," finally paid her fine and costs on Wednesday and was allowed to go free.

Not a few local people who had intended to go into the country for a tended to go into the country for a pionic yesterday, were misled by a fake weather report which appeared in the morning papers as follows: "New Eng-land, Fair, Wednesday." Comment is

Mr. Teasdale of North Adams, Mass. employed in the Locomobile works, Bridgeport, has rented one of the Por-ter houses on Stratford avenue. A letter from Miss Alice W. Lovell states that she has been assigned to the Muhelenberg library, Twenty-third street, New York, where she will prac-tice her profession. She will probably come home to the marriage of Mr. Lovell to Miss Hines.

Lovell to Miss Hines.

Our library is doing a good work in the way of helping out in the matter of text books some of our young people who are studying at New Haven. One set of books has to do with physical culture, and others are for young men in the scientific school. There has begun to be a call for books in German and Italian, and a few of these have been purchased. been purchased.

Among the interesting new books on the counter of the library, ready for Among the interesting new books on the counter of the library, ready for circulation, are "The Arts and Crafts of Older 3pain," in three handsome volumes, by Leonard Williams, profusely illustrated with photographs of carvings, jewelry, textiles, iron work pottery, and statuary. Other works are The War of the Worlds, by Weils; The Philosophy of Loyalty, by Royce; Lincoln Master of Men, by Alonzo Rothschild: Story of 19th Century Science, by Henry S. Williams; Hypnotic Therapeutics, by Quackenbos; Shakespeare and the Modern Stage, by Sidney Lee; History of Education, by Painter; Retrospections of America, by John Bernard; Commencement Parts; Italian Days and Ways, by Anne Hollingsworth Wharton; Gray's New Manual of Botany; London Films, by W. D. Howells, a book exceedingly thin of information, and about skin deep, so far as London is concerned. Also some 40 volumes for children known as the "Little Cousins Series" which treats of children in all parts of the world is illustrated with colored which treats of children in all parts of the world, is illustrated with colored pictures, and as Miss Russell says, is extremely popular with young folks.

A number of very enjoyable enter-tainments are on the program for the

rest of this week.

According to reports Messrs. William Beard and Leroy M. Beach, have been taking headers on their bicycles, while coasting down Tory Hill. Clothes were torn, flesh was bruised, hats were dented, and the road was injured in spots. But boys will be frisky when out for a bicycle ride.

Mr. Frank Edwards recently caught

dreadful occurrance.

People who have returned to town within a day or two, after outings in the country, include Miss Saille D. Wells, Lester Alden, Miss Beatrice Moss, Miss Susie Hine, and Rev. A. V. B. Abbett, who has been received.

R. Abbott, who has been speaking on temperance in Bridgeport.

When Miss Marguerite Cogswell graduates from Vassar, her mother will go to Poughkeepsie to witness the cere-

It is announced that the 4th of July dance this year given by the Pootatuck clab will come on the 5th of July. So it will be a 5th of July dance. Bay State Graduate

Heads West Point Class

West Point, N. Y., June 10.-Stuar C. Godfrey of Milford, Mass., will be graduated from West Point at the head of his class Friday. He has held class honors ever since he entered the academy four yeas ago. He is a cadet lieutenant and editor in chief of The Howitzer.
The mental examination, preliminary

to the graduation exercises, were com-pleted yesterday, and the standing of each cadet announced.

#### Blue Stamp Ordered

For Special Delivery

Washington, June 10.—As a matter of imperative recessity, Postmaster General Hitchcock has decided to discontinue the new green special delivery stamp and return to the familiar blue stamp showing a special delivery messenger boy mounted on a bicycle. In the great rush with which the mails must be handled many letters bearing the new stamp have escaped treatment as special delivery matter because of the new stamp's similarity in size and color to the one-cent stamp. In some instances delays in delivery of such letters have caused serious loss to the public and embarrassment to the post office department. The issue of the blue stamp will be gin at once.



## Royal Hotel

**BOTH PLANS AT REDUCED RATES** CAFE, POOL AND BILLIARDS IN BASEMENT

"If its made of Rubber we have it."

#### Automobile

Accessories

	MUUGSSUI	109
	Spark Plugs 50c, 75c,	\$1.00
•	Batteries	.25
	Terminals \$ .02 to	.10
ði	Volt Meters 2.00 to	4.00
8	morn builds	1.00
м	Horn Reeds	.25
9	Horns 950 to	4.00
21	Travor Diore out Vistalian 0 50 to	4 -0
21	Leather Blow-out Patches 40 to	.80
= 1	tenerator Tubing foot	.08
54	Can Dage	.25
201	Gas Burners	.25
d	Rubber Covered Cable,	
	foot	.15
	Soanstone	.10
٩	Dixon's Graphite, all	
d	kinds	.60
9	Oil Guns	1.50
4	Patches for Inner Tubes .03 to	.25
	Cement	
3	Goggles	2.50
	Lugs, "all sizes,"	.35
	Gauntlet Gloves50 to	
	Valves	.75
	Valve Centers5c, 6 for	
3	10 lbs Carbide	.90
i	Gargoyle "A" Oil,per gal.	.55
폌	Pumps 1.50 to	3.00
d	Rubber Blankets 1.50 to	1.75

#### **Automobile Tires**

All standard sizes of Hartford, Diamond, Fisk, Empire Goodrich always in and stock.

The Alling Rubber Co. 1127 MAIN ST.

## **MOLLAN'S**

### At Mollan's

are three famous makes of women's shoes; each the best in its class.

Edwin C. Burts Ford's Rochester-made

and

**Dorothy Dodd** In all leathers

W. K. MOLLAN 1026 MAIN ST.

#### RELIABILITY

in Optical work means close at-tention to detail, carefully ground and centered lenses. RELIABILITY is what Lyman's service means to you.

F. LYMAN, Optician 920 MAIN ST. Est. 1875 Cameras and Photo Supplies

### **Hotel Broezel**

BUFFALO, N. Y.

Elegantly Refurnished Redecorated Throughout Strictly First Class American Plan Unexcelled Cuisine

Rates \$3 and \$3.50 CHAS. E. IHLE, Manager

#### **NEW HOTEL ALBERT** Eleventh St. & University Place

NEW YORK CITY NEW YORK CITY

. One Block West of Broadway.
The only absolutely modern fire proof transient hotel below 22d street. Location central, yet quiet, 400 rooms, 200 with bath, from \$1.00 per day upwards.
Excellent Restaurant and Cafe attached. Moderate prices
Send 2c Stamp for Illustrated Guide and Map of New York City.

Gloa |\*\* 2 4 6



for Ladies and Gentlemen Corner Broad and Cannon Sts. Never Closed

### 

HINDLE'S Prescription Drug Store 987 MAIN STREET Bridgeport, Ct.

### BIRTHDAY PRESENTS

Birthdays occur at all times of the year. If you wish to remember the birthday of your husband, wife, child or a friend, you can find a full line of WATCHES AND JEWELRY

HENRY C. REID 952 MAIN STREET

### **Owing to Delays**

in street paving and Golden Hill stree widening, we have stayed longer than anticipated, but now our days are numbered. We offer: All Wool Panama Suits worth up to \$18. NOW \$9.90 Linen Suits in all new colors and styles NOW \$3.90. All Millinery at less than half former price.

BERGER DRY GOODS CO Main St., Corner Golden Hill St.

HARVESTING TOOLS WALTER A. WOOD MOWERS. TEDDERS. HAY RAKES.

REAPERS, SCYTHES. SNATHS, Etc. The best Lawn Mower in town; price right

FARMERS' SUPPLY & ROOFING CO. 256 MIDDLE STREET

### Money to Loan on

HOUSEHOLD GOODS PROM \$10.00 UP at the lowest rate possible Confidential dealings Private rooms for consultation CALL, PHONE OR WRITE HOUSEHOLD LOAN CO.

Room 300-302 Meigs Bldg. hird Floor. Open Evenin

EVERARD'S BEER old Wholesale and Retail by B'port Liquor & Grocery Co-

WM. S. BUCKLEY, Prop. 782-784 BROAD ST. COMPLETE YOUR

DINNER by ordering your blue point oysters on the half shell at

### GARRY'S FISH MARKET

Tel. 583 Cor. Wall and Middle Sts NOTICE.

Bids will be received until 12 o'clock noon Saturday, June 12th, 1909, for the construction of the following named

Cherry street commencing at and connecting with the sewer in Bostwick avenue and extending easterly a distance of about 300 feet.

In Main street from Fairview avenue

to Thorme street.
In Savoy street from Main street to Wayne street.
In Westfield avenue from Main street westerly about 500 feet.

In Brewster street commencing at and connecting with sewer in Fairfield avenue and extending southerly a distance of about 300 feet.

In North avenue from Lexington avenue westerly about 150 feet.

nue westerly about 150 feet.
CHARLES F. A. BILTZ,
Director of Public Works.

To the Board of County Commissioners of Fairfield County.

I hereby apply for a license to sell Spirituous and Intoxicating Liquors, Ale, Lager Beer, Rhine Wine, and Cider, at No. 409 Water street, Town of Bridgeport. My place of business is not located within 200 feet in a direct line of a Church Edifice, Parochial School or Public School-house, or the premises pertaining thereto, or any Post Office, Public Library or Cemetery. Dated at Bridgeport, this 14th day of

May, A. D., 1909. WILLIAM HART,

WILLIAM HART,

Applicant.

We, the undersigned, electors and and taxpayers, as defined by law, of the Town of Bridgeport hereby endorse the application of the above named William Hart for such license and we do severally certify each for himself that we are owners of real estate situated in said Town of Bridgeport and that we have not endorsed the apthat we have not endorsed the an plication of any other person for a license to sell spirituous and intoxi-cating liquors during the ensuing li-

cense year.

Dated at Bridgeport, this 14th day of May, A. D., 1909.

J. B. Garrison, Bridgeport; Charles H. Thompson, Bridgeport; Charles F. W. Kucher, Bridgeport; George W. Short, Bridgeport; Edgar Russell, Bridgeport.

Short, Bridgeport; Edgar Russen, Bridgeport.

I hereby certify that the above named are electors and taxpayers, as defined by law, of the Town of Bridgeport, and that they have signed for no other applicant.
Dated at Bridgeport, this 14th day of
May, A. D., 1908.
WILLIAM T. MULLINS,
D.3 h\* p 4 4

Asst. Town Clerk. BRIDGEPORT BUSINESS COLLEGE

R.S. CUNNINGHAM, PROP. COURT EXCHANGE BUILDING. OPEN EVENING

If you want a good pie to eat jus FRISBIE'S

Everybody says they are the finest that can be bought. Pie Plant Pies are now being made. Try one, They're O. K. Be sure and order that Frisble Pie from your grocer today. It will complete the dinner and every-body will be satisfied.

#### HOTEL GALLATIN

70-72 West 46th Street

NEAR 5th AVE., NEW YORK CITY A new, fireproof high class hotel in a very refined neighborhood. Select, Homelike, Quiet. Situated near all points of interest, Shops and

Rooms and Bath, \$1.50 per day and up Rooms with Private Bath and Shower, \$2.00 per day and up Restaurant European or American Plans. Send for Booklet

GERNANDO PANNACI, Manager ALSO PROP. Hotel PANNACI, Long Branch, N. J



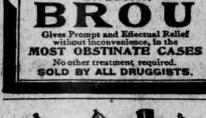
#### Rockwell's Hotel and Annex Luzerne, New York

On the Hudson River, near Lake La-zerne, surrounded by wooded moun-tains at the gateway to the Adiron-dacks in the Switzerland of America. Accommodations for 100 Rates \$15.00 Per Week and Upward Large, light dining room with private tables

Newly Furnished Rooms All Summer Amusements Garage and Excellent Accommodation for Motorists

45 Minutes from Saratoga. Write A. G. CUSHMAN R 24 bg\*

INJECTION





THE NEW ELECTRIC LIGHT TUNGSTEN

00 Watt Lamp...... 1.00 These Lamps furnished only to customers connected with our service.
CHEAPER and BETTER than any other LIGHT.

Let us give you an estimate to wire and fit your store or office with these

The United Illuminating Co. 148 John Street

# Jampa

Bankers and Brokers Bridgeport, Conn

### INSURANCE SURETY BONDS

REAL ESTATE Bought and sold on Commission Loans made on approved city real

SAFE DEPOSIT VAULTS We receive deposits subject to check and allow interest on balances of \$500 and over. We will act as Trustees and Administrators of Es-

P. L. HOLZER F. T. STAPLES

### Per Cent.

ments, First Mortgages, Secured by Bridgeport Real Estate

We offer, subject to sale, the follow-

Safe and Profitable Invest-

ing, which is only a partial list of mortgages we have on hand: Amount Appraisal Rate Insurance \$ 400 \$1,000 6 per cent. 2,500 6 1.000 800 1,800 2,800 1.000 3,500 5% 2,000 1,500 4,500 3,000 2.500 6,000 4,008 7,500

### **BURR & KNAPP**

923 MAIN ST Bridgeport Conn

AMUSEMENTS.

# Today and Tonight, 2:15 and 8:30 Sharp

Poli's All-Star Stock Co.,

Miss Alice Fleming and Cast in Israel Zangwill's Masterpiece Comedy Drama

### MERELY MARY ANN"

As Originally Given for Two Solid Years in New York Special Bargain Prices: Mats., 10 and 20c. Eve., 10, 20 and 30c. 1,000 Seats for Ladies at 10c.

Next Week—James A.Herne's Great Drama, "SHORE ACRES." CMITH'S ira W. Jackson, Lessee and Manager

EVERY DAY Afternoons, 2:15; Evenings, 7:15, 8:30 JACKSON'SHIGH CLASS

### VAUDEVILLE

AND MOTION PICTURES Grace Lavelle Major Doyle Mary Stuart Cohen Co. Robinson Trio Savan & Warren

### dmission, Matinee or Evening, 10c; Children at Matinees, Half Price IMPERIAL THEATRE

Pictures Change Mondays, Wednes days and Fridays

The Largest Picture Theatre Stratford Av.east end of Lower Bridge Moving Pictures

Vaudeville Blustrated Songs Matinee—2-5 Frening—7-11

BASEBALL, Newfield Park SPRINGFIELD JUNE 9
NEW BRITAIN JUNE 11
HOLYOKE JUNE 12
Games Called at 3:30

WHERE IS HE? KENNAH

#### 114 WALL STREET, CORNER MIDDLE

PATENTS A. M. WOOSTER, AT LAW. LATE EXAMINER U. S. PAYENT OFFICE. 1004 Main St., BRIDGEPORT, CONN. Send Postal for Booklet on Patents.

HANDY PINS

(A Special) 10 CENTS, were 25 Cents. Also BEAUTY PINS

PARKER, Jeweler, 9 Arcade **FURNITURE** 

**MOVING AND** TRUCKING 1379 STATE STREET

Phone 652

FRED J. ELANDER, Prop.

Wedding Invitations SOUTHWORTH'S

The Gen. Hale Cigar 10 Cents, 3 for 25 Cents

10 ARCADE

Sold by ECKLER & CO.

74-MAIN STREET-06 SMITH'S CREAM ALE The Finest Made tholomay's Rochester Lager, Sods and Mineral Waters, bottled by

M. J. MALONEY 86 Jones Avenue Tel. 2424-3 Free Delivery

WEAKFISH AND YEL-LOWFIN 5c per lb

LARGE SHAD 25 CENTS

W. D. COOK & SON

523 WATER STREET

Long Island Sound Shore & Islands THE NEW VENICE AT SOUTH NORWALK, CONN. PLOTS FOR SALE

Most beautifully located Sum-mer and all year round Cottage and Residence Sites Send for Booklet and detailed particulars Langdon Islands Co., N. Y. Office: 45 West 34th St.

THE MAN WHO DOES NOT Advertise is "not in it." The names which stick in the public mind, are those of the advertisers—those who